

ABSTRACT OF THE DISCLOSURE

Antimicrobial compositions that provide enhanced immediate and residual anti-viral and antibacterial efficacy against rhinovirus, rotavirus, coronavirus, respiratory syncytial virus, Gram-positive bacteria, Gram-negative bacteria and combinations thereof. More specifically, antimicrobial compositions comprising an organic acid or organic acid mixture and a short-chain anionic surfactant having at least one of a large head group; a branched alkyl chain and an unsaturated alkyl chain. Further, products incorporating the antimicrobial compositions of the present invention and methods of using the antimicrobial compositions and products disclosed herein.